Audit Bureau of Circulations

CORRECTION NOTICE

MAGAZINE TREND REPORT 1989 EDITION

PAGE 37 FAMILY CIRCLE AND PAGE 39 WOMAN'S DAY 1988

The December 31, 1988 Rate Base/Circulation Guarantee figures were inadvertently used in place of an average Rate Base/Circulation Guarantee figure in compiling the 1989 Magazine Trend Report. The figures should be amended to read:

	1988 Rate Base/Circulation Guarantee
Family Circle	5770.6
Woman's Day	5330.0

The following has been provided for updating your enclosed copy of the Magazine Trend Report.

FAMILY CIRCLE

1988#	5911.0	96.1	27.5	1580.0	48.2	0.1	1.09	16.15	12.8	17	.0	5770.6	4	61000	10.32	71072	12.02
1987#	5877.4	95.5	16.2	1874.8	27.4	1.1	0.99	16.15	4.0	17	.0	6094.1	10	62900	10.70	74849	12.74
1986#	6399.1	94.7	8.3	781.0	77.6	1.0	0.95	16.15	0.0	17	.0	6576.5	10	62894	9.83	74848	11.70
1985#	6680.9	94.6	5.4	497.8	92.7	0.2	0.89	15.13	0.0	17	.0	7026.5	14	63516	9.51	75518	11.30
1984#	6964.4	94.7	3.3	343.0	97.1	0.0	0.85	14.45	0.0	17	.0	7258.8	12	59729	8.58	71079	10.21

WOMAN'S DAY

1988#	5340.5	95.4	2.2	126.9	86.9	0.0	1.09	17.50	7.0–	15	.0	5330.0	2	77898	14.59	65074	12.19
1987#	5617.3	95.5	1.6	246.9	89.0	0.0	0.99	15.13	1.9–	15	.0	5513.3	5	56560	10.07	67709	12.05
1986#	5691.1	95.1	1.2	79.9	100.0	0.0	0.99	15.13	10.1	17	.0	6253.0	13	60030	10.55	71881	12.63
1985#	6367.4	94.8	1.0	57.2	99.6	0.0	0.89	15.13	6.3–	16	.0	6612.5	11	59663	9.37	70343	10.54
1984#	6676.7	95.0	1.0	54.6	98.2	0.0	0.89	13.35	0.0	15	.0	6973.3	13	58768	8.80	70343	10.54

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